# Newspaper and Newsprint Facts at a Glance 1984-85

Newsprint Information Committee
420 Lexington Avenue, New York, N.Y. 10017

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9/85

B.C. FOREST PRODUCTS
CROWN FOREST INDUSTRIES
GREAT LAKES
MACLAREN
MACMILLAN BLOEDEL
ROTHESAY PAPER

## To The Reader:

The Canadian newsprint producers who make up the Newsprint Information Committee are pleased to bring you this, the twenty-seventh annual edition of Newspaper and Newsprint Facts at a Glance.

We hope you will find this compendium of information about the newspaper and newsprint industries useful.

If you have any suggestions concerning material in this booklet, we would welcome them.

A list of the Canadian newsprint producers constituting the Newsprint Information Committee appears on the following page.

## THE NEWSPRINT INFORMATION COMMITTEE

Members of the Newsprint Information Committee and their service representatives in the United States:

**British Columbia Forest Products Ltd.**
Crofton Paper Company, Inc.

**Crown Forest Industries Ltd.**
Crown Newsprint Sales Corp.

**Great Lakes Forest Products Limited**
Lake Superior Newsprint Co.

**James Maclaren Industries Inc.**
Maclaren Forest Products Inc.

**MacMillan Bloedel Limited**
Powell River-Alberni Sales Corp.

**Rothesay Paper Limited**
Rothesay Newsprint Sales

**NEWSPRINT INFORMATION COMMITTEE**
420 Lexington Avenue, New York, NY 10017
(212) 697-5600

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# 1985 NEWSPRINT CAPACITY BY PRODUCERS

| Canadian Mills | 1985 Capacity in Metric Tons* | |
|---|---|---|
| Abitibi-Price Inc. (Group Total) | | 1,754,000 |
| Alma, Que | 264,000 | |
| Beaupre, Que. | 32,000 | |
| Chandler, Que | 222,000 | |
| Fort William, Ont | 127,000 | |
| Grand Falls, Nfld | 240,000 | |
| Iroquois Falls, Ont | 247,000 | |
| Kenogami, Que | 148,000 | |
| Pine Falls, Man | 163,000 | |
| Stephenville, Nfld. | 156,000 | |
| Thunder Bay, Ont. | 155,000 | |
| Boise Cascade Canada Ltd. | | |
| Kenora, Ont | | 248,000 |
| Bowater Mersey | | |
| Liverpool, N.S. | | 181,000 |
| British Columbia Forest Products Ltd. | | |
| Crofton, B.C. | | 427,000 |
| CIP Inc. (Group Total) | | 1,079,000 |
| Dalhousie, N.B. | 306,000 | |
| Gatineau, Que | 498,000 | |
| Trois-Rivieres, Que | 275,000 | |
| Consolidated-Bathurst Inc. (Group Total) | | 886,000 |
| Grand' Mere, Que | 178,000 | |
| Port Alfred, Que | 331,000 | |
| Shawinigan Falls, Que | 326,000 | |
| Trois-Rivieres, Que | 51,000 | |
| Crown Forest Industries Ltd. | | |
| Campbell River, B.C. | | 449,000 |
| Domtar Inc. (Group Total) | | 264,000 |
| Dolbeau, Que. | 146,000 | |
| Donnacona, Que | 51,000 | |
| Red Rock, Ont | 67,000 | |

*Preliminary

| Canadian Mills (cont.) | 1985 Capacity in Metric Tons* | |
|---|---|---|
| Donohue Inc. (Group Total) | | 387,000 |
| Amos, Que. | 161,000 | |
| Clermont, Que. | 226,000 | |
| Great Lakes Forest Products Ltd. | | |
| Thunder Bay, Ont. | | 402,000 |
| Kruger Inc. (Group Total) | | 728,000 |
| Bromptonville, Que. | 196,000 | |
| Corner Brook Pulp & Paper Co. | 264,000 | |
| Trois-Rivieres, Que. | 268,000 | |
| James Maclaren Industries Inc. | | |
| Buckingham, Que. | | 150,000 |
| MacMillan Bloedel Ltd. (Group Total) | | 791,000 |
| Port Alberni, B.C. | 323,000 | |
| Powell River, B.C. | 468,000 | |
| Nova Scotia Forest Industries Ltd. | | |
| Point Tupper, N.S. | | 147,000 |
| Ontario Paper Co. Ltd. (Group Total) | | 697,000 |
| Baie Comeau, Que. | 407,000 | |
| Thorold, Ont. | 290,000 | |
| Reed Inc., Quebec, Que. | | 352,000 |
| Rothesay Paper Ltd. | | |
| St. John, N.B. | | 313,000 |
| St. Mary's Paper Ltd. | | |
| Sault Ste. Marie, Ont. | | 27,000 |
| St. Raymond Paper Ltd. | | |
| St. Raymond, Que. | | 25,000 |
| F. F. Soucy Inc., Riviere-du-Loup, Que. | | 172,000 |
| Spruce Falls Power & Paper Co. Ltd. | | |
| Kapuskasing, Ont. | | 341,000 |
| TOTAL CANADIAN CAPACITY | | 9,820,000 |

*Preliminary
Source: Canadian Pulp & Paper Assoc.

| United States Mills | 1985 Capacity in Metric Tons |
|---|---|
| Augusta Newsprint Co., Augusta, GA | 331,000 |
| Bear Island Paper Co., Doswell, VA. | 174,000 |
| Boise Cascade Corp., Steilacoom, WA. | 172,000 |
| Boise Southern Co., DeRidder, LA. | 294,000 |

| United States Mills (cont.) | 1985 Capacity in Metric Tons | |
|---|---|---|
| Bowater Southern Paper Corp. | | |
| Calhoun,TN | | 641,000 |
| Catawba Newsprint Co., Catawba, SC | | 213,000 |
| Champion International (Group Total) | | 736,000 |
| Lufkin, TX | 315,000 | |
| Sheldon, TX | 421,000 | |
| Crown Zellerbach Corp. (Group Total) | | 134,000 |
| Port Angeles, WA | 9,000 | |
| Wauna, OR | 125,000 | |
| FSC Paper Corp. Alsip, IL | | 100,000 |
| Garden State Paper Co., Inc. (Group Total) | | 306,000 |
| Garfield, NJ | 188,000 | |
| Pomona, CA | 118,000 | |
| Great Northern Paper Co. | | |
| E. Millinocket, ME | | 288,000 |
| Inland Empire Paper Co., Millwood, WA | | 62,000 |
| International Paper Co. (Group Total) | | 36,000 |
| Mobile, AL | 36,000 | |
| Pine Bluff, AR | — | |
| Kimberly-Clark Corp., Coosa River Newsprint Div. | | |
| Coosa Pines, AL | | 381,000 |
| Manistique Papers, Inc. | | |
| Manistique, MI | | 34,000 |
| North Pacific Paper Co., Longview, WA | | 451,000 |
| Publishers Paper Co. (Group Total) | | 523,000 |
| Newberg, OR | 332,000 | |
| Oregon City, OR | 191,000 | |
| Southeast Paper Manufacturing Co., Dublin, GA. | | 185,000 |
| Southwest Forest Industries, Inc. | | |
| Snowflake, AZ | | 254,000 |
| TOTAL U.S. CAPACITY | | 5,315,000 |

Source: American Paper Institute and
American Newspaper Publishers Assn.

## NORTH AMERICAN NEWSPRINT
## CAPACITY, PRODUCTION, CONSUMPTION, SOURCES OF SUPPLY

Sources: ANPA, Canadian Pulp & Paper Assn., API

| | 1985 Metric Tons | 1984 Metric Tons | 1975 Metric Tons | 1965 Metric Tons |
|---|---|---|---|---|
| **CAPACITY** | | | | |
| U.S. Mills | 5,315,000 | 5,393,000 | 3,479,996 | 2,265,264 |
| Canadian Mills | 9,820,000* | 9,820,000 | 9,221,628 | 7,711,149 |
| | 15,135,000 | 15,213,000 | 12,701,624 | 9,976,413 |
| **PRODUCTION** | | | | |
| U.S. Mills | | 5,024,745 | 3,233,240 | 1,941,395 |
| Canadian Mills | | 9,015,000 | 6,966,343 | 7,076,114 |
| | | 14,039,745 | 10,199,583 | 9,017,509 |
| **U.S. CONSUMPTION** | | | | |
| By all Users | | 11,441,000 | 8,294,294 | 7,665,790 |
| By Daily & Sunday Newspapers | | 8,531,857** | 6,790,430 | 7,129,184 |
| % of total consumption | | 74.6%** | 81.9% | 93% |
| **U.S. SOURCES OF SUPPLY** | | | | |
| From Canada | | 56.9% | 60.4% | 72% |
| From U.S. | | 41.5% | 39.2% | 25% |
| From Overseas | | 1.6% | 0.4% | 3% |

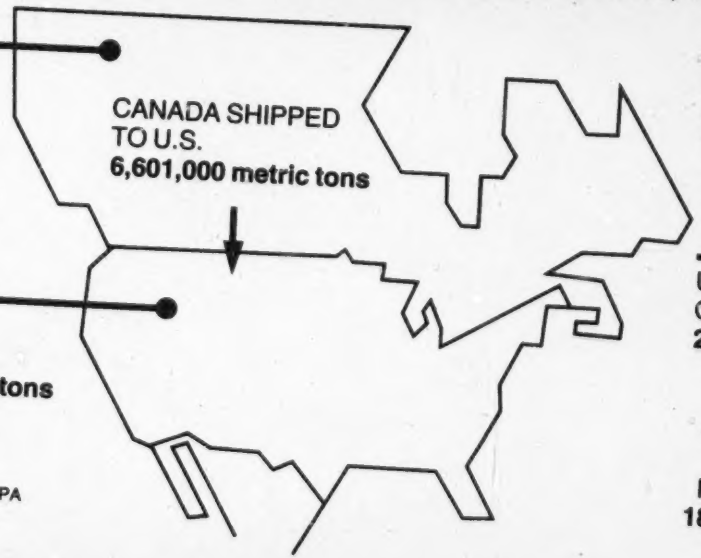
NOT AVAILABLE

*Preliminary

**See footnote, page 15

To convert metric tons to short tons, multiply by 1.1023.

## FLOW OF NORTH AMERICAN NEWSPRINT, 1984




Source:
Canadian Pulp & Paper Association, ANPA

## CANADA LEADS WORLD IN NEWSPRINT PRODUCTION

Source: CPPA

**1984 Production, 000's***

| Nation | Metric Tons | Percent of Total |
|---|---|---|
| Canada | 9,015 | 33.0 |
| United States | 5,025 | 18.4 |
| Japan | 2,550 | 9.3 |
| Finland | 1,543 | 5.6 |
| Sweden | 1,533 | 5.6 |
| U.S.S.R. | 1,400 | 5.1 |
| Norway | 799 | 2.9 |
| West Germany | 714 | 2.6 |
| Australia | 383 | 1.4 |
| South Africa | 301 | 1.1 |

*Estimated
Total World Production (1984 Est.)—27,344,000 metric tons
(Total includes Peoples' Republic of China.)

## U.S. IS WORLD'S LEADING CONSUMER OF NEWSPRINT

Source: CPPA

**1984 Consumption, 000's***

| Nation | Metric Tons | Percent of Total |
|---|---|---|
| United States | 11,441 | 41.9 |
| Japan | 2,660 | 9.8 |
| Britain | 1,407 | 5.2 |
| West Germany | 1,266 | 4.6 |
| Canada | 1,070 | 3.9 |
| U.S.S.R. | 1,057 | 3.9 |
| Australia | 600 | 2.2 |
| France | 589 | 2.2 |
| Netherlands | 428 | 1.6 |
| Italy | 367 | 1.3 |
| Sweden | 355 | 1.3 |

*Estimated
Total World Demand (1984 Est.)—27,282,000 metric tons
(Total includes Peoples' Republic of China.)

## THE PRICE OF NEWSPRINT—1934–1984*

| | Short Tons |
|---|---|
| 1934 | $ 40.00 |
| 1935 | 40.00 |
| 1936 | 41.00 |
| 1937 | 42.50 |
| 1938 | 50.00 |
| 1939 | 50.00 |
| 1940 | 50.00 |
| 1941 | 50.00 |
| 1942 | 50.00 |
| 1943 | 54.66 |
| 1944 | 58.00 |
| 1945 | 60.25 |
| 1946 | 72.25 |
| 1947 | 88.50 |
| 1948 | 97.67 |
| 1949 | 100.00 |
| 1950 | 101.00 |
| 1951 | 111.00 |
| 1952 | 121.00 |
| 1953 | 126.00 |
| 1954 | 126.00 |
| 1955 | 126.00 |
| 1956 | 130.00 |
| 1957 | 133.00 |
| 1958 | 134.00 |
| 1959 | $134.00 |
| 1960 | 134.00 |
| 1961 | 134.00 |
| 1962 | 134.00 |
| 1963 | 134.00 |
| 1964 | 134.00 |
| 1965 | 134.00 |
| 1966 | 136.92 |
| 1967 | 140.50 |
| 1968 | 142.00 |
| 1969 | 147.00 |
| 1970 | 152.00 |
| 1971 | 157.33 |
| 1972 | 164.58 |
| 1973 | 175.00 |
| 1974 | 210.00 |
| 1975 | 260.00 |
| 1976 | 282.50 |
| 1977 | 302.50 |
| 1978 | 320.00 |
| | **Metric Tons** |
| 1979 | $386.11 |
| 1980 | 436.50 |
| 1981 | 482.50 |
| 1982 | 495.00 |
| 1983 | 484.25 |
| 1984 | 515.40 |

*Annual average contract price per ton delivered at New York City. Prices through 1973 are for 32-lb. paper; thereafter for 30-lb. One metric ton equals 1.1023 short tons.

## NEWSPRINT AS AN ELEMENT OF TOTAL PUBLISHING COST

| Typical dailies | 1983 | 1984 |
|---|---|---|
| Daily of 1,000,000 + circulation | — | 23.5% |
| Daily of 250,000 circulation | 28.2% | 28.1% |
| Daily of 50,000 circulation | 23.0% | 21.3% |
| Daily of 9,000 circulation | 14.2% | 14.1% |

(85% of all dailies have less than 50,000 circulation)

## U.S. NEWSPRINT CONSUMPTION

### 1954-1984

| Year | Short Tons (Thousands) | Year | Short Tons (Thousands) |
|---|---|---|---|
| 1954 | 5,778 | 1970 | 9,117 |
| 1955 | 6,223 | 1971 | 9,248 |
| 1956 | 6,468 | 1972 | 9,938 |
| 1957 | 6,436 | 1973 | 10,195 |
| 1958 | 6,229 | 1974 | 10,102 |
| 1959 | 6,704 | 1975 | 9,172 |
| 1960 | 6,962 | 1976 | 9,577 |
| 1961 | 6,919 | 1977 | 10,228 |
| 1962 | 7,018 | 1978 | 10,878 |
| 1963 | 7,075 | | |
| 1964 | 7,539 | | Metric Tons |
| 1965 | 8,016 | Year | (Thousands) |
| 1966 | 8,580 | 1979 | 10,197 |
| 1967 | 8,660 | 1980 | 10,088 |
| 1968 | 8,744 | 1981 | 10,164 |
| 1969 | 9,239 | 1982 | 10,115 |
| | | 1983 | 10,589 |
| | | 1984 | 11,441 |

Source: ANPA

Note: Tonnage for years prior to 1974 has been recalculated to a 30-pound basis for comparative purposes.
To convert short tons to metric tons, divide short tons by 1.1023.

## NEWSPRINT MISCELLANY

### Basis Weight/Grammage

The weight in pounds of a ream (500 sheets) of newsprint 24 by 36 inches (equal to 3,000 square feet) is its basis weight. Virtually all U.S. and Canadian newsprint capacity is on a nominal 30-lb. basis weight standard. In metric terms, this is expressed as grammage, or the weight in grams of one sheet of newsprint measuring one square meter. Thus a 30-lb. basis weight is equivalent to a grammage of 48.8 (more frequently expressed as 48.8 g/m²).

Basis weight/grammage conversion tables appear on page 27.

**Newsprint Storage**

ANPA/RI recommends storing newsprint at a temperature of 60° to 70° F. Newsprint that has been in transit under frigid conditions should be kept in a warm storage room several weeks before it is used on press.

Unwound newsprint gives up or takes on moisture in seconds; therefore, says ANPA/RI, most experts recommend that the pressroom environment be maintained at 45 percent relative humidity. Many newspapers have humidity control devices in their pressroom air handling systems or supplemental humidity units operating in the pressroom areas. Proper humidity conditions definitely aid runability.

**Newsprint and Environment**

Wood for newsprint is a renewable natural resource. In Canada, it comes from nearly a million square miles of forest, 80 percent owned by the public. Wood is harvested in accordance with rules laid down by the provincial governments.

The forests are managed so as to give perpetual yield. The annual cut is far less than annual growth. Thus the current wood supply can be maintained in perpetuity. Mature trees left unharvested fall prey to fire, insects, disease, and decay.

Canadian mills are involved in a costly long-term anti-pollution program. Meanwhile, both government and industry researchers continue to seek improved methods of waste disposal.

Over three million tons of old newspapers are collected annually in the U.S. for recycling in the U.S. and overseas, according to the American Paper Institute. They go into such products as paperboard, wallboard, insulation and more than a million tons of reprocessed newsprint.

## DATA ON U.S. NEWSPAPERS

| | 1984 | 1983 | 1974 |
|---|---|---|---|
| U.S. Daily Newspaper Circulation[1-2-3] | | | |
| Morning Newspapers | 35,682,998 | 33,842,142 | 25,784,131 |
| Evening Newspapers | 27,657,338 | 28,802,461 | 34,324,717 |
| Total Dailies[4] | 63,340,336 | 62,644,603 | 60,108,848 |
| U.S. Sunday Newspapers | 57,511,975[5] | 56,747,436 | 50,636,808 |
| U.S. Weekly Newspapers | 43,092,465[6] | 44,295,042 | 35,792,409 |
| Average Pages Printed[7] | | | |
| U.S. Dailies | | | |
| A.M. Papers | 87[8] | 81[8] | |
| P.M. Papers | 72[8] | 67[8] | 60[9] |
| Sunday Papers | 295[8] | 265[8] | 188[10] |
| Advertising Expenditures | | | |
| U.S. Daily and Sunday Newspapers[11] | $23,522,635,000 | $20,581,517,000 | $8,001,000,000 |

1. ANPA/Editor & Publisher. 2. 1984 figures preliminary; 1983 figures revised. 3. 1984 figures for 458 morning dailies and 1,257 evening dailies. 4. Includes 27 "all-day" newspapers which are listed in both morning and evening columns but only once in the total. 5. 783 Sunday newspapers. 6. 7,547 weekly newspapers. 7. Newspaper Advertising Bureau. 8. Includes preprints on a lineage basis. 9. Average, 120 papers in top markets. 10. Average, 78 papers in top markets. 11. Newspaper Advertising Bureau.

## LARGEST U.S. DAILIES

| Circulation* | | 1984 Newsprint Usage** (Metric Tons) |
|---|---|---|
| 1,990,025 | The Wall Street Journal (m) | 170,846 |
| 1,390,955 | New York Daily News (m) | 180,352 |
| 1,162,606 | USA Today (m) | 97,070 |
| 1,069,564 | Los Angeles Times (m) | 400,000 |
| 1,013,211 | The New York Times (m) | 310,000 |
| 901,313 | New York Post (all day) | 66,679 |
| 775,664 | Chicago Tribune (all day) | 205,000 |
| 771,253 | The Washington Post (m) | 217,300 |
| 666,949 | The Detroit News (all day) | 110,000 |
| 646,476 | Detroit Free Press (m) | 78,095 |

*ABC FAS-FAX figures as of March 31, 1985. Source: Audit Bureau of Circulations.
**Editor & Publisher, plus independent verification.

## LARGEST U.S. NEWSPAPER COMPANIES (Ranked by Daily Circulation)

| Company | Daily Papers | Daily Circulation[1] | Sunday Papers | Sunday Circulation[1] |
|---|---|---|---|---|
| Gannett Co.[2] | 86 | 4,829,182 | 58 | 3,920,649 |
| Knight-Ridder Newspapers | 28 | 3,690,370 | 22 | 4,428,402 |
| Newhouse Newspapers | 26 | 2,942,867 | 21 | 3,598,197 |
| Tribune Co. | 8 | 2,765,276 | 7 | 3,628,558 |
| Times Mirror | 8 | 2,574,528 | 8 | 3,217,360 |
| Dow Jones | 23 | 2,517,441 | 10 | 394,498 |
| News America Publ. (Murdoch) | 4 | 2,093,382 | 3 | 1,174,480 |
| New York Times Co.[3] | 24 | 1,515,819 | 13 | 2,076,392 |
| Scripps-Howard Newspapers | 14 | 1,414,329 | 7 | 1,594,049 |
| Thomson Newspapers | 88 | 1,386,923 | 41 | 883,629 |

1. Average for six months ended Sept. 30, 1984.
2. Includes publisher's stated average daily circulation of 1,162,668 for USA Today for six months ended September 30, 1984 and estimated average circulation of 1,041,667 for six months ended 9/30/83. Also includes acquisition of the Des Moines Register and the Jackson Sun.
3. Includes acquisition of the Spartanburg (S.C.) Herald-Journal, the Tuscaloosa (Ala.) News, and the Gadsden (Ala.) Times.

Source: Morton Research, Lynch, Jones & Ryan.

## NEWSPAPER NEWSPRINT CONSUMPTION BY STATES* (Metric Tons)

| | 1984 | 1983 | Percent Increase/ Decrease |
|---|---|---|---|
| **East North Central States** | | | |
| Illinois | 447,263 | 396,980 | + 12.7 |
| Indiana | 134,248 | 131,329 | + 2.2 |
| Michigan | 295,374 | 282,707 | + 4.5 |
| Ohio | 330,398 | 319,825 | + 3.3 |
| Wisconsin | 125,971 | 123,129 | + 2.3 |
| **Total** | 1,333,254 | 1,253,970 | + 6.3 |
| **East South Central States** | | | |
| Alabama | 69,487 | 65,388 | + 6.3 |
| Kentucky | 70,704 | 67,399 | + 4.9 |
| Mississippi | 35,300 | 32,382 | + 9.0 |
| Tennessee | 116,617 | 107,574 | + 8.4 |
| **Total** | 292,108 | 272,743 | + 7.1 |
| **Middle Atlantic States** | | | |
| New Jersey | 298,428 | 281,568 | + 6.0 |
| New York | 875,755 | 833,645 | + 5.1 |
| Pennsylvania | 421,923 | 407,703 | + 3.5 |
| **Total** | 1,596,106 | 1,522,916 | + 4.8 |
| **South Atlantic States** | | | |
| Delaware and District of Columbia | 245,075 | 225,408 | + 11.9 |
| Florida | 540,743 | 485,212 | + 11.4 |
| Georgia | 170,635 | 149,651 | + 14.0 |
| Maryland | 103,714 | 98,628 | + 5.2 |
| North Carolina | 136,365 | 127,901 | + 6.6 |
| South Carolina | 62,197 | 60,236 | + 3.3 |
| Virginia | 124,483 | 112,326 | + 10.8 |
| West Virginia | 30,174 | 29,327 | + 2.9 |
| **Total** | 1,413,386 | 1,288,689 | + 9.7 |
| **West North Central States** | | | |
| Iowa | 74,758 | 68,516 | + 9.1 |
| Kansas | 42,083 | 38,328 | + 9.8 |
| Minnesota | 110,967 | 109,327 | + 1.5 |
| Missouri | 175,321 | 165,614 | + 5.9 |
| Nebraska | 46,188 | 42,839 | + 7.8 |
| North Dakota | 13,254 | 13,319 | – 0.5 |
| South Dakota | 9,691 | 9,568 | + 1.3 |
| **Total** | 472,262 | 447,511 | + 5.5 |

| | 1984 | 1983 | Percent Increase/ Decrease |
|---|---|---|---|
| **Mountain States** | | | |
| Arizona | 140,471 | 121,829 | + 15.3 |
| Colorado | 196,350 | 180,548 | + 8.8 |
| Idaho | 15,731 | 14,662 | + 7.3 |
| Montana | 14,174 | 13,551 | + 4.6 |
| Nevada | 37,953 | 36,288 | + 4.6 |
| New Mexico | 27,292 | 25,896 | + 5.4 |
| Utah | 37,928 | 35,641 | + 6.4 |
| Wyoming | 6,540 | 6,558 | − 0.3 |
| **Total** | 476,439 | 434,973 | + 9.5 |
| **New England States** | | | |
| Connecticut | 104,084 | 97,160 | + 7.1 |
| Maine | 22,421 | 20,009 | + 12.1 |
| Massachusetts | 281,557 | 253,990 | + 10.9 |
| New Hampshire | 17,333 | 15,563 | + 11.4 |
| Rhode Island | 36,746 | 33,158 | + 10.8 |
| Vermont | 7,309 | 6,978 | + 4.7 |
| **Total** | 469,450 | 426,858 | + 10.0 |
| **West South Central States** | | | |
| Arkansas | 44,923 | 40,481 | + 11.0 |
| Louisiana | 122,337 | 117,676 | + 4.0 |
| Oklahoma | 79,778 | 83,466 | − 4.4 |
| Texas | 770,088 | 707,128 | + 8.9 |
| **Total** | 1,017,126 | 948,751 | + 7.2 |
| **Pacific States** | | | |
| Alaska | 25,888 | 20,585 | + 25.8 |
| California | 1,176,386 | 1,035,861 | + 13.6 |
| Hawaii | 25,857 | 28,143 | − 8.1 |
| Oregon | 87,949 | 85,332 | + 3.1 |
| Washington | 145,646 | 131,269 | + 11.0 |
| **Total** | 1,461,726 | 1,301,190 | + 12.3 |
| **TOTAL U.S.** | 8,531,857 | 7,897,601 | + 8.0 |

Source: ANPA

*This ANPA compilation reflects 1984 newsprint consumption by 1,728 dailies, including USA Today, foreign language, college and special service publications such as trade newspapers. The 8,531,857 metric ton total represents 74.6 percent of the estimated total U.S. consumption of 11,441,000 metric tons by all users.

To convert metric tons to short tons, multiply by 1.1023.

## RESEARCH FOR NEWSPAPERS

For more than two decades, the Canadian newsprint producers of the Newsprint Information Committee have financed research projects in behalf of their customers, the newspapers. By defining the newspaper medium's strengths, the research findings have helped sell tens of millions of dollars worth of newspaper advertising, according to the Newspaper Advertising Bureau.

The most recent project, a two-year study that began this year, was the eleventh under committee sponsorship in conjunction with the NAB. It addresses what is probably the number one priority in newspaper research today: the measurement of the performance of individual newspaper ads.

Highlights of this study and the previous ten research projects are presented in this section. Complete results of the first ten studies are available from the NAB.

### "Continuing Study of Advertising Performance"

If newspapers are to attract and keep advertisers' business, they must be able to prove with hard facts that specific ads work. There lies the impetus behind this most recent study.

NIC has committed $100,000 in seed money to help the NAB assemble and package the research and to conduct related experiments, bringing the group's total contributions to newspaper ad research since 1960 to $850,000.

Twenty-six publishers have volunteered to do 50 studies of ads in specific issues of their newspapers. They will conduct telephone interviews with known subscribers, and cover between ten and fifteen ads per interview. NAB has prepared a manual that explains how to do the interviews and will compile the information and lay it out in promotional materials.

The project will provide hard data on the following:

- the likelihood that a reader will open the page on which the ad appears;
- readers' interest in the ad;
- the likelihood that a reader will buy as a result of seeing the ad.

NAB has already found that the average reader sees about 80 percent of a newspaper and that his interest in any one ad is about four times higher if he is a prospective buyer than if he is unlikely to buy the product. When the study is complete, every ad will be a case history that reminds the advertiser, at the very least, that his ad will

be seen by four out of five readers of the paper and that it will get the selective attention of the live customers he really wants to reach.

Beyond its value as a sales tool, the study will help to provide advertisers and ad agencies with guidelines on what makes for effective ad copy and layout.

The study differs from earlier ones in that it emphasizes the exposure opportunity represented by page-opening and the high interest that active prospects have in specific ads. In the past, radio and television stations were able to misuse noting scores by suggesting that newspaper ads were seen or read by only a fraction of the readers. By looking at the effectiveness of specific ads, this current study will get to the heart of the question—what works in newspaper advertising?

## "Classified Advertising: Its Audience and its Consequences"*

This study focuses on four basic areas of classified advertising: automotive, employment, real estate and general merchandise. The study also deals with home deliveries versus newsstand and vending machine sales, readership of Sunday classified sections, and classified advertising in other sections of the newspaper, such as sports or business-financial.

Findings show that among U.S. adults who read a newspaper on an "average day":

- 24 out of 100 look at employment classified—a 60% increase over a 1971 figure of 15 out of 100.
- 23 out of 100 look at real estate classified—a 15% increase.
- 20 out of 100 look at automotive—another big jump of 67%.
- 28 out of 100 look at general merchandise classifieds—a 40% increase over 1971.
- 10 out of 100 look at recreational or sports equipment classified, and the same number look at classified ads for household services or other services.

On an average day also:

- 7% of adults (11 million people) are "actively looking" for a new job.
- 6% (9 million) are "actively looking" for a car.
- 5% (7.5 million) are seeking to rent a house or apartment.
- 5% (7.5 million) are looking for homes to buy.

Reader attitudes toward classified advertising rated high:

"A good place to advertise things you want to sell" 79%

| | |
|---|---|
| "Makes it easy to find what you want" | 76% |
| "Helpful!" | 71% |
| "A good way to look for a house or apartment" | 72% |
| "A good way to look for a job" | 55% |
| "Helps you save money" | 43% |

The classified studies led to step-by-step marketing programs designed by NAB to show newspapers how they could sell more classified advertising.

The programs enable newspapers to provide advertisers with facts and figures on "hot," "warm" and "cold" prospects, with advice on how each might be approached. They cite exemplary classified ads that have worked for others.

*A 1979-80 survey by Response Analysis Corporation, financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

## "How the Public Gets Its News"*

The most comprehensive of its kind ever made, the study is being used as a guideline by hundreds of newspapers conducting localized research to improve readership.

Here are a few of the scores of findings:

1. Most people want more news in the paper rather than less news and more entertainment.
2. To build circulation, newspapers must focus on the occasional and infrequent readers rather than non-readers.
3. TV newscasts and newspapers are probably not in competition. Newscast viewers and newspaper readers are frequently the same people.
4. Infrequent readers are often poor, young, single, rural, and black.

The study produced fifteen detailed spinoff studies covering such subjects as readership, content, advertising, home delivery and patterns of exposures to the news in the mass media.

The titles are:

- News Sources and Interests of Blacks and Whites
- The Personal Newspaper: Public Ratings of 34 Newspaper Subject Areas
- Young Adults and the Newspaper
- Young Adults and the Newspaper: A Supplemental Analysis
- Influence of Childhood Exposure to Newspapers on Adult Habits
- Seven Days in March: Major News Stories in the Press and on TV
- Two Dimensions of News: Interest and Importance Ratings of the Editorial Content of the American Press

- Readership and Coverage of Science and Technology in Newspapers
- Adult Readership of Weekly Newspapers and Shoppers
- The Home Delivery Population: Characteristics and Readership Patterns
- It's News to Me: Personal Reactions to the News
- The Newspaper Advertising Audience: Public Interest in Advertising and Shopping Behavior
- The Daily Diet of News: Patterns of Exposure to News in the Mass Media.
- Identifying Prospects for the Newspaper: Frequent Readers, Infrequent Readers and Nonreaders
- Technical Appendix: Sampling and Questionnaires

* A 1978 survey by Audits & Surveys, Inc., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

## "Shoppers on the Move"*

Based on nearly 18,000 interviews in five leading markets across the country, this study charted shoppers' travel patterns. It was designed to aid retailers in planning media strategy for advertising and promotion. The research determined who the shoppers are, how far they drive, and how much they have to spend.

**Shopping is a pleasure:** Most women shop once a week for general merchandise items; more often than going to church, to a movie, or out to dinner.

**Shoppers love to travel:** Nearly nine out of 10 shopping visits in all markets were made by car—even half of downtown shopping is by car. Only 33 percent shop mostly in neighborhoods, while 67 percent either range far and wide or divide their shopping equally between nearby and more distant stores.

**High income shoppers travel farther:** Among families with $15,000 or more a year, 52 percent of shopping visits are more than five miles from home. For incomes under $10,000, the figure drops to 36 percent.

**Under-35s travel farther:** Shoppers 18 to 34 years old go five miles or more from home in 49 percent of their shopping visits; in the 35-to-64 age group the figure is 43 percent. These are prime customers.

**Shoppers don't plan in advance:** 53 percent say they are in the shopping area because of some immediate need, so day-in, day-out advertising coverage is vital.

**The market is thin:** Even for a very popular item such as personal hosiery, less than 2 percent of all women are in the market on a given day.

**Food shopping:** This is the most frequent kind of retail shopping. Out of all store visits for all purposes, 41

percent are to supermarkets or food stores. Seven out of ten women make at least one major trip per week, and regular newspaper readers make more major shopping trips than nonreaders do. About half of all women patronize two or more stores over a four-week period. In addition, women do not confine their major food and grocery buying trips to a single shopping area: in the course of four weeks, 24 percent of the shoppers went to two areas for the major food trip, and 8 percent went to three or more.

**Movie-going:** Overall, 28 percent report attending one or more movies in the last month. Movie-going is most common among the young and the well educated. Nearly two-thirds (64 percent) of all movie-goers attended theaters only outside their own neighborhoods.

**Dining out:** In the course of a month, 69 percent of the women in this five-city study had at least one evening meal in a restaurant. About half of these dined out three times or more. Over half (55 percent) of those eating out did not patronize restaurants in their own neighborhood, but neighborhood dining is more common in bigger cities than in smaller cities.

**How newspaper works:** 77 percent of the men and 81 percent of the women said newspapers are "the best kind of store advertising." Three out of four shoppers in the store today read a newspaper yesterday.

* A 1975 survey by Response Analysis Corp., Princeton, N.J., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

## "Psychographics of the Newspaper Audience"*

Previous research has established that no matter whether one defines the market for a product in terms of age, income, education, etc., the newspaper has the broadest coverage. Now this is demonstrated as well in terms of psychographics, a measurement system widely used by ad agencies and national advertisers.

Intensive interviews were conducted with a national sample of 4,000 men and women. The sample was found to divide into 16 psychographic groups, or target audiences, those in each group having similar personalities, life styles, and personal values.

This gives creative guidance for advertisers—how to advertise various product lines so as to appeal to a given group. The study also shows that through newspapers the advertiser can reach these groups more completely than through specialized media—more

beauty-aid buyers than women's magazines, more sports car buyers than sports magazines, etc.

*A 1973 survey by Behavioral Analysis, Inc., and Commercial Analysts, Inc., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

## "What Can One Newspaper Ad Do?"*

One of the largest field experiments ever undertaken to measure advertising effects, this study involved over 2,400 interviews in six typical markets. Actual ads of actual products were used as a test base. Chief findings:

1. One national ad in a newspaper has immediate effect on sales of the advertised brand and attitudes toward it.
2. An ad singles out and communicates best to those most likely to be customers.
3. Newspaper advertising is highly efficient in any comparison with television.

More specifically, on the first point: An ad for a particular brand boosts sales for the whole commodity category by 15 percent; increases sales of the advertised brand by 16 percent; increases the brand's share of the market by 10 percent; increases the proportion of those who would pick the brand "next time I buy" by four percent.

*A 1969 survey by Opinion Research Corp. financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

## "When People Want to Know. . . Where Do They Go to Find Out?"*

Samples of news, editorial and advertising material—some 240 items in all—were culled from the four major media (newspapers, magazines, television and radio). Each item was condensed to a one- ot two-sentence description on a flash card. The medium in which it appeared was not identified. Respondents were asked: "Which medium would you turn to to find out more about this subject?" Newspapers were the favored source for three out of five news and editorial items and three out of five advertising items.

*A 1967 survey by Opinion Research Corporation financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

## "The Retail Customer: How, When and Where She Shops and Spends"*

This major study charted the dynamics of the retail market from interviews with 10,382 women twice in suc-

cessive weeks in five cities of varying sizes across the country. Data included buying behavior with respect to 145 kinds of commodities.

**1. America's huge volume of retail sales is generated from relatively small percentages of women planning, shopping, and spending in any week.**

Only seven out of 100 women interviewed in Week I said they planned to buy a dress soon. Only five out of a hundred shopped for a dress. Only three out of a hundred bought. This means retailers must reach 3,330 women to find those who will buy every 100 dresses sold in a week in all stores in town.

The same principle faces all retailers. In major appliances, only six out of 1,000 women bought in a sample week. Therefore, 16,700 women must be reached to sell every 100 major appliances sold in all stores in town in a week.

**2. Priority of items on a customer's "plan-to-buy" list changes constantly. Thus, the retail market changes daily.**

Top-of-the-mind readiness to buy ("I plan to buy it soon") accounts for only 26 percent of the general merchandise items that are bought during the shopping week. Three out of four of the 28,474 purchased items were not mentioned as "plan-to-buy-soon" items just one week earlier.

3. The effect of increased newspaper advertising was measured store by store and customer by customer in five categories of merchandise.

**Stores which increased their newspaper linage at least 10 percent from Week I to Week II developed a 12 percent greater rate of follow-through from plans to store visits than stores with no linage increase.**

*A 1966 survey by Opinion Research Corp., supervised by Newspaper Advertising Bureau, financed by the newsprint companies of the Newsprint Information Committee.

## Prospects See Twice as Many National Ads as Non-Prospects*

- Newspapers are read systematically. 82% of the pages carrying national advertising of 100 lines or larger are opened and scanned by the average reader.
- The mass exposure opportunity represented by this 82% page opening is remarkably consistent for men and women of all ages, income, education, and geographical location.

- Because of this high page opening, and allowing for varying ad size, there is no real difference between one product category and another in the likelihood that the reader will open the page carrying the ad, stop, and read something on that part of the page where the ad appears.
- Each reader searches through the newspaper for information that is relevant, interesting, and meaningful to him.
- Real prospects for a product, those who buy a product often and find its use pleasant and interesting, are twice as likely as non-prospects to report seeing and looking for ads.

*Source: "A Study of the Opportunity for Exposure to National Newspaper Advertising" by Audits and Surveys, Inc. for the Newspaper Advertising Bureau, financed by Newsprint Information Committee (1964).

## How Editorial Environment Affects Page-Opening, Reading*

| Ad Location | | Page-Opening | | Reading | |
|---|---|---|---|---|---|
| Section | Percent of all National advertising which appears in each section | Percent of all readers who open average page | | Percent of page openers who read one or more items | |
| | | Men | Women | Men | Women |
| General News | 51% | 82% | 88% | 64% | 63% |
| Sports | 18 | 85 | 69 | 60 | 38 |
| Food, fashion | 8 | 73 | 88 | 42 | 70 |
| Business, finance | 4 | 77 | 68 | 54 | 42 |
| Radio, TV | 3 | 83 | 80 | 68 | 65 |
| Society | 2 | 81 | 94 | 43 | 68 |
| Amusements | 2 | 84 | 90 | 62 | 52 |
| All other | 13 | 80 | 85 | 52 | 60 |

*Source: "A Study of the Opportunity for Exposure to National Newspaper Advertising" by Audits & Surveys, Inc. for the Newspaper Advertising Bureau, financed by Newsprint Information Committee (1964).

## "Repetition in Newspapers"*

Results of an intricate field experiment showed that the more an advertising message is repeated, the more slowly it will fade from the consumer's memory once the campaign has ended. Sometimes this sustained effect will continue long after the ads have stopped appearing.

*A 1963 survey designed, analyzed and tabulated by the Harvard Business School, financed by the Canadian newsprint companies making up the Newsprint Information Committee, and supervised by the Newspaper Advertising Bureau.

## "The Daily Newspaper and Its Reading Public"*

This survey revealed that 83 percent of the public have talked about stories they saw first in a newspaper; 53 percent within the past three months had saved an item of some sort from a newspaper; and 28 percent had clipped an advertisement, with more than half of them later buying the advertised product.

*A 1961 survey by Audits and Surveys, Inc., financed by the Canadian newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

## HOW U.S. MEDIA SHARED ADVERTISING EXPENDITURES

Source: McCann-Erickson, Inc.
($000,000)

| | 1984 | 1983 | 1974 |
|---|---|---|---|
| Newspapers .... | $23,522 | $20,582 | $ 7,842 |
| Magazines..... | 4,932 | 4,233 | 1,504 |
| Television ..... | 19,980 | 16,789 | 4,854 |
| Radio..... | 5,813 | 5,210 | 1,837 |
| Others ..... | 33,683 | 29,036 | 10,583 |
| TOTAL..... | $87,930 | $75,850 | $26,620 |

All production costs included.

## U.S. TREASURY DEPT., CUSTOMS SERVICE TARIFF CLASSIFICATION STANDARD NEWSPRINT PAPER

**(Ed. Note:** Following is the U.S. Customs Service's description of duty-free standard newsprint, published as Treasury Decision 56349 dated Jan. 22, 1965 and incorporating T.D. 68-265 (20) dated Nov. 6, 1968.)

The test for determining whether a paper is classifiable as standard newsprint paper under Item 252.65 is whether at the time of its importation the paper is of that class or kind chiefly used in the United States in the printing of newspapers.

Chief use is determinable by the use in the United States at, or immediately prior to, the date of importation, in accordance with General Interpretive Rule 10(e)(i) of the General Headnotes and Rules of Interpretation of the Tariff Schedules of the United States, which provides:

> 10(e) In the absence of special language or context which otherwise requires—
>
> (i) a tariff classification controlled by use (other than actual use) is to be determined in accordance with the use in the United States at, or immediately prior to, the date of importation, of articles of that class or kind to which the imported articles belong, and the controlling use is the chief use, i.e., the use which exceeds all other uses (if any) combined;

The Bureau is presently of the opinion that most papers which conform substantially to the following descriptive specifications:

> **Weight:** 500 sheets each 24 by 36 inches not less than 28½ pounds nor more than 35 pounds. **Size:** rolls not less than 13 inches wide and 28 inches in diameter. Sheets not less than 20 by 30 inches. **Thickness:** not over .0042 inch. **Sizing:** time of transudation of water shall be not more than 10 seconds by the ground glass method. **Ash Content:** not more than 6.5 percent. **Color and Finish:** white; or tinted shades of pink, peach or green in rolls; not more than 50 percent gloss when tested with the Ingersoll glarimeter

are of that class or kind of papers chiefly used in the printing of newspapers in the United States and are, accordingly, classifiable as standard newsprint paper under item 252.65, Tariff Schedules of the United States, so long as the existing conditions of chief use prevail.

## PAGES IN A ROLL

Newsprint is now being delivered in both English units and metric units. Using the English system, the number of newspaper pages (one side) in a newsprint roll may be estimated with the following formula:

$$\text{Number of pages} = 432{,}000 \times \frac{A}{(B)\ (C)\ (D)}$$

Where A = Weight of roll in pounds
B = Width of page in inches
C = Length (cutoff) of page in inches
D = Basis weight in pounds (weight of 500 sheets 24 × 36 inches)

If newsprint specifications are in metric units and the page width and length are measured in inches, the following formula is useful:

$$\text{Number of pages} = 1{,}550{,}000 \times \frac{A'}{(B)\ (C)\ (D')}$$

Where A′ = Weight of roll in kilograms
B = Width of page in inches
C = Length (cutoff) of page in inches
D′ = Grammage (weight in grams of one sheet measuring one square meter)

When all measurements are in metric terms, the following formula applies:

$$\text{Number of pages} = 10{,}000{,}000 \times \frac{A'}{(B')\ (C')\ (D')}$$

Where A′ = Weight of roll in kilograms
B′ = Width of page in centimeters
C′ = Length (cutoff) of page in centimeters
D′ = Grammage (weight in grams of one sheet measuring one square meter)

Source: ANPA/RI

## SUMMARY OF CONVERSION FACTORS

| | | |
|---|---|---|
| Inches to centimeters | multiply by | 2.54 |
| Pounds to kilograms | divide by | 2.2046 |
| Short tons to metric tons | divide by | 1.1023 |
| Basis weight to grammage | multiply by | 1.627 |
| Centimeters to inches | divide by | 2.54 |
| Kilograms to pounds | multiply by | 2.2046 |
| Metric tons to short tons | multiply by | 1.1023 |
| Grammage to basis weight | divide by | 1.627 |

## TYPICAL NEWSPRINT ROLL DIAMETERS, METRIC

| Inches | Centimeters | Inches | Centimeters |
|---|---|---|---|
| 45 | 114.3 | 39 | 99.1 |
| 42 | 106.7 | 38 | 96.5 |
| 40 | 101.6 | 36 | 91.4 |

## TYPICAL NEWSPRINT ROLL WIDTHS, METRIC

| Inches | Centimeters | Inches | Centimeters |
|---|---|---|---|
| 60 | 152.4 | 34 | 86.4 |
| 59 | 149.9 | 32 | 81.3 |
| 58 | 147.3 | 31 | 78.7 |
| 56 | 142.2 | 30 | 76.2 |
| 55 | 139.7 | 29 | 73.7 |
| | | 28 | 71.1 |

## TYPICAL BASIS WEIGHTS, GRAMMAGE

| Basis Weight Lbs./Ream | Grammage g/m² | Basis/Weight Lbs./Ream | Grammage g/m² |
|---|---|---|---|
| 24 | 39.05 | 30 | 48.82 |
| 25 | 40.68 | 31 | 50.45 |
| 26 | 42.31 | 32 | 52.08 |
| 27 | 43.94 | 33 | 53.70 |
| 28 | 45.57 | 34 | 55.33 |
| 29 | 47.19 | 35 | 56.96 |

## ASSOCIATION MEETINGS

American Newspaper Publishers Association, April 21-23, 1986, Fairmont Hotel, San Francisco.

ANPA Operations Management Conference and Exposition, June 21-25, 1986, Georgia World Congress Center, Atlanta.

California Newspaper Publishers Association, Feb. 13-16, 1986, Hotel Del Coronado, Coronado, CA.

Canadian Daily Newspaper Publishers Association, Sept. 18-19, 1985, Quebec Hilton, Quebec City; April 17, 1986, Westin Hotel, Toronto; Sept. 17-18, 1986, Empress Hotel, Victoria, B.C.

Inland Daily Press Association, Oct. 20-22, 1985, Westin Hotel, Chicago; Feb. 23-25, 1986, Westin Hotel, Houston; Oct. 26-28, 1986, Drake Hotel, Chicago.

International Circulation Managers Association, June 29-July 2, 1986, Westin Hotel, Seattle.

International Newspaper Advertising and Marketing Executives, Jan. 26-29, 1986, Caesars Palace Hotel, Las Vegas; July 27-30, 1986, Hyatt Regency Hotel, Vancouver, B.C.

International Newspaper Financial Executives, Oct. 20-23, 1985, Loews Anatole, Dallas; May 18-23, 1986, Camelback Inn, Scottsdale, AZ; Oct. 12-15, 1986, Westin Copley Place, Boston.

International Newspaper Promotion Association, May 18-21, 1986, Marriott Resort, Fort Lauderdale, FL.

National Newspaper Association, Sept. 18-21, 1985, Hyatt Regency, Minneapolis; Sept. 24-27, 1986, Opryland Hotel, Nashville, TN.

Southern Newspaper Publishers Association, Sept. 15-18, 1985, Broadmoor Hotel, Colorado Springs; October 12-15, 1986, Boca Raton Hotel, Boca Raton, FL.

Suburban Newspapers of America, June 3-6, 1986, Royal Orleans Hotel, New Orleans.

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